



“Power of Public Opinion and Multicultural Communication toward Global Transformation”

Program Guidebook
2019 ANPOR-APCA Annual Conference

Shangri-La Hotel, Chiang Mai
Chiang Mai, Thailand

November 6-9, 2019

Co-organized by
Asian Network for Public Opinion Research
Faculty of Mass Communication, Chiang Mai University
Asia-Pacific Communication Alliance
Asian University Network Forum on Advances in Research
Center for Asian Public Opinion Research & Collaboration Initiative

Sponsors
School of Journalism and Communication, Tsinghua University
Singha Corporation
SCG Foundation



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Asian Network for Public Opinion Research

Faculty of Mass Communication, Chiang Mai University

Asia-Pacific Communication Alliance (APCA)

Asian University Network Forum on Advances in Research
(AUNFAIR)

The Center for Asian Public Opinion Research & Collaboration
Initiative (CAPORCI) at Chungnam National University

School of Journalism and Communication, Tsinghua University

Singha Corporation

The SCG Foundation

ANPOR PRESIDENT WELCOME

It is my great pleasure to welcome you to the seventh annual ANPOR Conference which will be held in conjunction with the first Asia Pacific Communication Alliance (APCA) annual conference.

Collaboration between ANPOR and APCA which is one of the largest pan-Asian Alliances of social scientific researchers and educators is another prove of ANPOR being a real network; a network of colleagues and friends. Our seven years in existence since 2012 proved to be a great success as an international academic collaboration venue. We have accomplished a lot for such a young and small network. We have published seven full years of our quarterly journal, the Asian Journal for Public Opinion Research which is listed in several databases; SCOPUS, Google Scholar, KCI, Web of Science; DOAJ. Thanks to spirit of team working of "Anporian" and their dedications and hard workings, without the teamwork ANPOR could not come this far.



This year's timely theme ***"Power of Public Opinion and Multicultural Communication toward Global Transformation"*** will provide a venue for discussion on how these phenomena affect the stakeholders. An intersection between global and local contexts is inevitable in the process of globalization. Global transformations require understanding among various nations and ethnics, socially, culturally, technologically, politically, and deserve empirical and critical inquiries including public opinion research in multicultural communication sphere.

The seventh ANPOR-APCA Annual Conference will be co-organized in Chiang Mai, Thailand by our partners; the Faculty of Mass Communication of Chiang Mai University, Asia-Pacific Communication Alliance, Asian University Network Forum on Advances in Research and Center for Asian Public Opinion Research & Collaboration Initiative. We will continue to have lively debates and produce some great papers. Thanks to this network, the ***"knowledge production community"***.

I look forward to seeing what we will achieve next: new conferences, new research projects, new opportunities to collaborate, and new members and countries joining us in our mission. Please enjoy a beautiful historical and cultural city of Chiang Mai. Thank you very much.

Jantima Kheokao

President of ANPOR

PROGRAM CHAIR WELCOME

Dear colleagues and distinguished guests,

On behalf of the local organizing committee, ANPOR, and the faculty of Mass Communication, Chiang Mai University, it is my great pleasure to welcome you to Chiang Mai, Thailand, for the 7th ANPOR Annual Conference: "Power of Public Opinion and Multicultural Communication toward Global Transformation."



The Asian Network for Public Opinion Research (otherwise known as ANPOR) has continuously been a stage for promoting scholarly works through the lens of public opinion research. For this current annual conference, ANPOR has entered into collaboration with the Faculty of Mass Communication, Chiang Mai University, Thailand to widen the scope of our academic and research perspectives by incorporating a body of knowledge from the discipline of communication studies to the stage of academic exchange and at the same time to explore approaches to sustainably improve Asian countries. Public opinion and multicultural communication are not only like the drive towards a global reformation in order to be prepared for changes in various dimensions but also bring about transition to a better global society. Our diverse session themes will allow for interdisciplinary and cross-border knowledge building. Different sessions reflect different roles of public communication in a wide variety of contexts: creative, development, and empowerment of members of society.

We would like to cordially invite all to the stage of scholarly exchange to communicate, create, and share with us, and this will definitely lead us to a strongly intricate and lasting network. Thank you for joining us. It is a great honor to have you here. And we would like to express our gratitude to everyone who actively involved in the project. On behalf of the local organizing committee and the hosting institute, we will make every effort to run the conference and ensure that it will fulfil its objectives and be a fruitful time for everyone.

Terapatt Vannaruemol

DEAN Faculty of Mass Communication, Chiang Mai University



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OVERALL SCHEDULE

Wednesday, November 6	
Time	Topics
12.30 - 13.30	Registration at Room 2405, 4th Floor, MCB Lecture Building, Faculty of Mass Communication, Chiang Mai University
13.30 - 13.40	Greeting and Welcoming by Assoc. Prof. Dr. Terapatt Vannaruemol
13.40 - 14.00	Public Opinion Research in Asia by Assoc. Prof. Dr. Jantima Kheokao
14.00 - 14.20	Workshop-01: Freedom of Expression in Europe by Prof. Dr. Dieter C. Umbach
14.20 - 14.40	Coffee Break
14.40 - 16.00	Workshop-02: Current Developments in Survey Research by Prof. Dr. John Kennedy
16.00 - 17.00	Workshop-03: Publishing in AJPOR by Prof. Dr. John Kennedy
17.00 - 18.00	Move to Khum Khan Toke Restaurant
18.00 - 20.00	Welcoming Reception at Khum Khan Toke Restaurant

Thursday, November 7						
Time	Lanna Ballroom 1	Phayao 1	Phayao 2	Phayao 3	Sukhothai 1	VIP Lounge 1
07.30 - 09.00	Registration at Front of the Lanna Ballroom 1					
09.00 - 09.30	Opening Ceremony					
09.30 - 10.20	Plenary Talk-01 Chair: Prof. Dato' Sri Dr. Syed Arabi bin Syed Abdullah Idid 1. Contradiction in New Technology: Personalized Recommendation and Public Attribute of Communication under the Algorithmic Distribution Mechanism by Prof.Dr. Chen Changfeng 2. Multinational Survey Research and Survey Experiments: A Small Step by Prof. Dr. John Kennedy					
10.20 - 10.40	Coffee Break and Networking at Foyer of the Lanna Ballroom 1					
10.40 - 11.30	Plenary Talk-02: Chair: Prof. Dr. Ofer Feldman 1. Pubic Opinion between support and obstacle of Multiculturalism in Europe by Prof. Dr. Dieter C. Umbach 2. Academic Diplomacy and Forces of Change: Catalysts for Wider Transformation by Dr. Chosein Yamahata					
11.30 - 12.00	Keynote : Media Transformation my personal journey by Sutthichai Yun					
12.00 - 13.00	Lunch					



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Friday, November 8		
	Analysis of Factors Which Caused Wasting Events in Age 0-59 Months in Pasaman Regency and Bukittinggi City in 2019 <i>Evi Hasnita, Neila Sulung, Mila Sari</i>	id. 187 pp. 133
11.00 – 12.00	Room : Phayao 2	
ANPOR Oral-06	Chair : Hermin Indah Wahyuni	
Session Topic: Science, Environment and Risks Communication		
Approaching Real-time Rendering for News Reporting Media Technology <i>Acarima Nanthanasit, Noppon Wongta</i>		id. 212 pp. 85
Study of the First 1000 Day Life Program Policy from Selected Cities in West Sumatera Year 2019 <i>Neila Sulung</i>		id. 230 pp. 86
Applied Aerial Photograph for Community Development : A Case Study in Mae Chaem District, Chiang Mai <i>Rattaphol Phrommas, Chackapong Chaiwong</i>		id. 240 pp. 87
Criticism of News on The Indonesian Wild Boar Invasion to Malaysia A Critical Discourse Analysis of News Reports in The Indonesian, Malaysian and International Mass Media <i>Herlina Agustin, Nik Norma Nik Hasan, Dadang Rahmat Hidayat, Dandi Supriadi</i>		id. 242 pp. 88
13.00 – 15.00	Room : Phayao 1	
ANPOR Oral-07	Chair : Narin Numjareaun	
Session Topic: Politics and Public Opinion Research		
Geopolitics of Belt and Road Initiative: CPEC and Changing Regional Landscape <i>Allauddin</i>		id. 200 pp. 90
New Dimension of Pak-China Relations in the Context of China Pakistan Economic Corridor (CPEC) <i>Israr Hussain</i>		id. 209 pp. 91
A Case Study on Historical Dynamics of Pak-China Relations <i>Iqtidar Hussain</i>		id. 211 pp. 92
Malaysian Survey on Mood Rakyat, Mood of the Nation: Ethnic Perception towards The Government <i>Azmariana Binti Azman, Mohammad Redzuan bin Othman, Khairul Arifin bin Mohd Munir, Azami bin Zaharim, Noor Amirah binti Mat Zaid, Mohd Firdaus bin Mohammad</i>		id. 235 pp. 93
Kajang By-Election: A Study of the Voter Behaviour <i>Syed Arabi Idid, Rizwanah Souket, Azrul Hisyam Wakichan</i>		id. 241 pp. 95

KAJANG BY-ELECTION: A STUDY OF THE VOTER BEHAVIOUR

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Abstract

This paper evaluates the Kajang by-election held in 2014 from the perspective of the third person effect. The state seat of Kajang was considered important given the poor results obtained by the ruling party, Barisan Nasional, then, a party that lost for the second successive time its two-third parliamentary strength. The Kajang by-election was held where PKR president Wan Azizah Wan Ismail was challenged by Chew Mei Fun, a Malaysian Chinese Association (MCA) vice president, representing the BN. This by-election was significant as it was held after the recent general elections and was a good ground to test the voter's state of mind and perception towards the ruling party. The Kajang by-election resulted in PKR (People's Justice Party) winning with a victory margin of 19% garnering a greater Malay support. This study was conducted to test the impact of the political campaign messages on the voters. Voter perception was studied and analyzed from phase one that was done from 1 to 8 March and phase two that was done from 29 to 31 March. Based on the analysis of survey responses from the sample (phase one, n = 589 and phase two, n = 619), we found not much differences in the voter behaviour between phase one and phase two, thus confirming their choice of party. Comparisons on the voter behavior in both phases were made in the context of gender, race, age, education level and income. The survey study also retrospectively tested for the presence of a third-person effect, aiming to investigate the perceived self-other discrepancy with regard to how the political campaign messages influenced voters' choice of party. Results indicated a reverse third person effect on the recipients of favorable party messages thus affecting their decision making.

Keyword: Third person effect, Kajang by-election, voter behavior, Malaysian elections